

MARLBORO HISPANIC COMMUNITY EVENT NEWSPAPER PLAN

EVENT/MARKET/DATE NEWSPAPERS	PUB DAY	CHRC	DM	COLS	TOTAL COL-IN	OPEN RATE	COLOR CHARGE	2-COLOR CHARGE	FULL PAGE 2/C RATE	# OF PAGES	TOTAL COST PP 2/C	DRS. DATES
CARNIVAL SUPERBAND CONCERT												
MIAMI March 3												
Diario Las Americas	TUES-SUN	44.8	13 X 21	6	126	\$30.00	\$400.00	\$700.00	\$4,480.00	1	\$4,480.00	3/1
La Voz De La Calle	FRI	20.0	10-12 X 17	6	102	\$10.00	\$100.00	\$200.00	\$1,220.00	1	\$1,220.00	3/1
El Union de Broward	FRI	21.0	13 X 21.25	6	132	\$11.15	\$95.00	\$145.00	\$1,618.00	1	\$1,618.00	3/1
La Prensa Centinacional	FRI					\$11.80			\$1,009.42	1	\$1,009.42	3/1
MIAMI TOTALS		85.8							\$7,316.42	4	\$7,316.42	
CALLE OCHO FESTIVAL												
MIAMI March 19												
El Nuevo Herald	DAILY	142.2	13 X 21	6	126	\$40.75	\$665.00	\$934.00	\$5,958.00	2	\$11,917.00	3/1, 3/5
Diario Las Americas	TUES-SUN	60.6	13 X 21	6	126	\$30.00	\$400.00	\$700.00	\$4,480.00	1	\$4,480.00	3/5
Imagen Latino America			20-34 X 13				\$50.00	\$100.00	\$2,100.00	1	\$2,100.00	
MIAMI TOTALS		170.8							\$10,438.00	3	\$10,438.00	
CANONAZO PRIMAVERAL												
CHICAGO April 28												
La Raza	THR	160.0	10-13/16 X 13	5	65	\$41.00	\$300.00	\$500.00	\$3,415.00	2	\$7,830.00	4/11, 4/18
Laudale News	THR	150.0	10 X 19	6	78	\$45.00	\$125.00	\$250.00	\$3,760.00	2	\$7,520.00	4/11, 4/18
Exhibit	THR	71.0	10-13/16 X 14	5	70	\$35.71	\$300.00	\$450.00	\$2,943.70	1	\$2,943.70	4/18
Exhibit	THR	50.6	10-13/16 X 13	5	65	\$40.15	\$225.00	\$335.00	\$3,435.00	1	\$3,435.00	4/18
El Dia	FRI	38.0	10 X 14	5	70	\$18.20	\$145.00	\$280.00	\$1,564.00	1	\$1,564.00	4/18
El Imparcial	THR	25.4	10-14 X 13	5	65	\$15.35	\$150.00	\$300.00	\$1,287.75	1	\$1,287.75	4/18
Mundo Hispano	FRI	20.0	10-14 X 14	5	70	\$12.50	\$100.00	\$200.00	\$1,075.00	1	\$1,075.00	4/18
Chicago Deportivo	THR	11.0	10-25 X 16	6	96	\$9.50	\$100.00	\$200.00	\$916.00	1	\$916.00	4/18
El Momento	THR	20.0							\$1,525.00	1	\$1,525.00	4/18
El Herald	THR	15.0	15-25 X 10-25	5	78	\$18.46	\$400.00	\$300.00	\$1,538.88	1	\$1,538.88	4/18
CHICAGO TOTALS		643.0							\$21,877.33	9	\$21,877.33	
LA FIESTA BROADWAY												
LOS ANGELES April 28												
Tu Mundo	THR	340.0	10 X 12	5	50	\$90.32	\$360.00	\$700.00	\$5,651.20	2	\$11,104.40	4/18, 4/25
Wine Newspaper Group	WED	317.7	13 X 21.5	6	129	\$75.00	\$427.95	\$824.30	\$10,498.20	1	\$10,498.20	4/17
La Opinion	DAILY	100.0	13 X 21.5	6	129	\$39.35	\$320.00	\$335.00	\$4,450.18	3	\$13,350.45	4/23, 4/28, 4/28
Eastern Group Publications	THR	76.0	13 X 21	6	126	\$23.50	\$140.00	\$280.00	\$3,241.00	1	\$3,241.00	4/25
Excelsior	FRI	54.5	10-25 X 12.5	5	62.5	\$27.18	\$330.00	\$660.00	\$2,358.75	1	\$2,358.75	4/25
La Voz Libre	THR	44.8	10-3/16 X 14	5	60	\$15.00	\$160.00	\$320.00	\$1,520.00	1	\$1,520.00	4/25
Adelphi	WED	36.0	13 X 21.5	6	129	\$15.00	\$200.00	\$400.00	\$2,356.09	1	\$2,356.09	4/24
Union Hispanica	FRI	35.0	14.8 X 13	4	64	\$18.45	\$100.00	\$200.00	\$1,388.25	1	\$1,388.25	4/28
El Economico	WED	33.5	10 X 13	5	64	\$20.22	\$250.00	\$300.00	\$1,614.30	1	\$1,614.30	4/24
LOS ANGELES TOTAL		957.0							\$52,872.36	13	\$52,872.36	

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Source: <https://www.industrydocuments.ucsf.edu/docs/pnkm0004>

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EVENT/DATE NEWSPAPERS	PUB DAY	CIRC	DM	COLS	TOTAL COL IN	OPEN RATE	COLOR CHARGE	FULL PAGE 2/C RATE	# OF INS	TOTAL COST PP 2/C	INS. DATES
HOUSTON											
ROMPENDO BARRERAS HOUSTON/May 28											
Sarasat	WED	125.0	10 5/16 X 13	5	55	\$37.00	\$180.00	\$2,850.00	2	\$5,390.00	5/15, 5/22
La Informacion	THUR	84.0	10 25 X 14	6	84	\$25.00	\$125.00	\$2,350.00	2	\$4,790.00	5/18, 5/23
La Buena Suerte	FRI	75.0	10 1/4 X 14	6	84	\$25.00	\$125.00	\$2,350.00	1	\$2,350.00	5/24
El Mexico	THUR	56.3	13 X 21	6	126	\$20.00	\$150.00	\$2,520.00	1	\$2,520.00	5/23
La Voz	WED	65.0	13 X 21	6	126	\$23.00	\$160.00	\$2,298.00	1	\$2,298.00	5/22
Que Onda	FRI	30.0	10 25 X 12.5	5	72	\$20.00	\$105.00	\$1,656.00	1	\$1,656.00	
HOUSTON TOTAL		395.3					\$15,185.00		8	\$30,214.00	
NEW YORK											
116th STREET FESTIVAL NEW YORK/June 8											
El Especial	WED	74.0	10 5/16 X 13	4	52	\$40.00	\$150.00	\$2,460.00	1	\$2,460.00	5/29, 5/30
El Dia de la Prensa	SUN-FRI	60.0	9 13/16 X 13 1/2	6	81	\$47.25	\$150.00	\$4,277.25	3	\$12,351.75	5/22, 5/23, 5/27
La Voz Hispanica	WED	58.0	8 7/8 X 14	4	56	\$30.35	\$250.00	\$2,200.00	1	\$2,200.00	5/30
Insapico Latin News	WED	53.8	10 X 14	5	70	\$42.00	\$250.00	\$3,440.00	1	\$3,440.00	5/30
Continental	THUR	38.0	10 X 14	5	70	\$35.00	\$100.00	\$2,050.00	1	\$2,050.00	5/30
Noticias Del Mundo	DELY M-F	32.0	13 X 21	6	126	\$21.45	\$300.00	\$3,153.90	1	\$3,153.90	5/27
NEW YORK TOTAL		\$17.8					\$18,181.21		8	\$36,735.71	
PORT BLISS											
PORT BLISS SUMMERFEST EL PASO/August 11											
El Dia de Juanes & Dario De Chihuahua	DAILY	95.0	13 X 21	8	168	\$13.00	\$190.00	\$2,304.00	1	\$2,304.00	5/29, 5/30
Vecinos	THUR	39.0	13 X 22 1/4	8	133.5	\$17.44	\$228.00	\$2,813.24	1	\$2,813.24	5/30
Norte de Ciudad Juarez	DAILY	23.0	13 X 21	8	128	\$14.00	\$100.00	\$1,964.00	1	\$1,964.00	5/30
EL PASO TOTAL		157.8					\$7,081.24		3	\$7,081.24	
LA COUNTY FAIR POMONA/CA/September 8											
Tu Mundo	THUR	340.0	10 X 12	6	66	\$30.52	\$350.00	\$7,050.00	2	\$11,110.00	5/22, 5/23
Wave Newspaper Group	WED	317.7	13 X 21.5	8	128	\$25.00	\$324.20	\$10,496.20	2	\$20,992.40	5/23, 5/24
La Opinion	DAILY	100.0	13 X 21.5	8	128	\$30.35	\$335.00	\$4,450.15	2	\$8,900.30	5/23, 5/24, 5/25, 5/26
Eastern Group Publications Exceller	THUR	74.0	13 X 21	6	128	\$23.50	\$280.00	\$3,241.00	1	\$3,241.00	5/26
La Voz Libre	FRI	54.3	10 25 X 12.5	5	62.5	\$27.18	\$350.00	\$2,343.75	1	\$2,343.75	5/26
Activa	THUR	44.5	10 3/16 X 16	5	80	\$15.00	\$150.00	\$1,820.00	1	\$1,820.00	5/26
Union Hispanica	WED	34.0	13 X 21.5	6	128	\$15.00	\$200.00	\$2,336.00	1	\$2,336.00	5/26
El Encuentro	FRI	35.0	10.5 X 15	5	65	\$18.45	\$100.00	\$1,398.25	1	\$1,398.25	5/26
POMONA TOTAL		1037.8					\$32,372.85		12	\$63,477.40	
RACES FESTIVAL ORLANDO/October 27											
La Gaceta	FRI	28.0	10 X 14.5	6	82.5	\$4.50	\$125.00	\$951.25	1	\$951.25	10/26
Latino International	THUR	21.0	10 1/4 X 16	4	64	\$25.00	\$240.00	\$1,520.00	1	\$1,520.00	10/24

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UMSLERO HISPANIC COMMUNITY EVENT NEWSPAPER PLAN

New Addition's

EVENT/MARKET/DATE NEWSPAPERS	PUB DAY	CIRC	DM	CLS	TOTAL COL IN	OPEN RATE	2-COLOR CHARGE	FULL PAGE RATE	FULL PAGE SPOT COLOR	# OF PAGES	TOTAL COST PP 2C	INS. DATES
FORT HOOD FESTIVAL KILLEEN/August 4												
ARRIBA	FRI	6.0	9 3/4 X 13	6	81	\$9.18	\$150.00	\$800.00	\$950.00	1	\$950.00	7/26
LA PRENSA	WED	10	13 X 21	6	124	\$12.00	\$150.00	\$1,512.00	\$1,662.00	1	\$1,662.00	7/31
TEMPO	WED	5	13 X 21 1/4	6	107	\$4.25	N/A	\$182.50	\$182.50	1	\$182.50	7/31
TOTAL		21.0						\$3,184.50	\$3,494.50	3	\$3,494.50	
SALSA FESTIVAL NEW YORK/August 31												
El Especial	WED	76.0	10 1/2 X 13	4	82	\$40.00	\$150.00	\$300.00	\$2,230.00	1	\$2,480.00	8/28
El Diario La Prensa	SUN-FRI	80.0	9 13/16 X 13 1/2	6	81	\$47.25	\$350.00	\$450.00	\$4,177.25	1	\$4,277.25	8/28
La Voz Hispana	WED	58.0	8 7/8 X 14	4	58	\$30.36	\$250.00	\$640.00	\$1,659.00	1	\$2,200.00	8/28
Impulsio Latin News	WED	53.0	10 X 14	5	70	\$42.00	\$250.00	\$500.00	\$3,190.00	1	\$3,440.00	8/28
NEW YORK TOTAL		267.0						\$10,547.25	\$12,377.25	4	\$12,377.25	
MIAMI CENTENNIAL MIAMI/July 20												
El Nuevo Herald	DAILY	102.2	13 X 21	6	126	\$40.75	\$695.00	\$824.00	\$5,829.50	1	\$5,955.50	7/24
Exhibit	WED	97.7	10 X 13	6	65	\$24.45	\$200.00	\$1,049.25	\$1,084.25	1	\$1,844.25	7/24
Diario Las Americas	WED-SU	88.6	13 X 21	6	126	\$30.00	\$400.00	\$3,780.00	\$4,160.00	1	\$4,480.00	7/25
MIAMI TOTALS		288.5						\$10,603.75	\$12,322.75	3	\$12,322.75	
JUAN GABRIEL CONCERT SAN BERNARDINO/September 1												
Tu Mundo	THR	340.0	14 X 12	6	60	\$80.00	\$350.00	\$700.00	\$4,855.20	1	\$5,555.20	8/29
Wave Newspaper Group	WED	317.7	13 X 21 1/2	6	129	\$75.00	\$427.95	\$824.39	\$9,078.00	1	\$10,499.20	8/28
La Opinion	DAILY	500.0	13 X 21 1/2	6	129	\$30.35	\$300.00	\$535.00	\$4,150.15	1	\$4,450.15	8/28
Exhibit	THR	76.9	13 X 21	6	126	\$23.50	\$146.00	\$2,961.00	\$3,191.00	1	\$3,241.00	8/29
POMONA TOTAL		833.7						\$21,406.34	\$22,944.30	4	\$23,742.64	
PAN AMERICAN FESTIVAL CHICAGO/August 17-18												
La Raza	THR	150.0	10 13/16 X 13	5	85	\$81.00	\$300.00	\$900.00	\$3,315.00	1	\$3,815.00	8/15
Lavandale News	THR	150.0	10 X 13	5	78	\$45.00	\$125.00	\$350.00	\$3,590.00	1	\$3,760.00	8/15
Exhibit	THR	71.0	10 13/16 X 14	5	70	\$35.71	\$300.00	\$450.00	\$2,769.79	1	\$2,949.79	8/15
Exhibit	THR	50.6	10 13/16 X 13	5	65	\$46.15	\$225.00	\$435.00	\$3,225.00	1	\$3,435.00	8/15
CHICAGO TOTAL		421.6						\$12,324.70	\$13,349.79	4	\$13,369.79	

 $+ 277,080.49$

Grand Total \$ 342,980.24

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